

HARISANKAR PP

DIGITAL MARKETING HEAD MENTOR | TRAINER | CONSULTANT | SMM STRATEGIST

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Head Mentor, Consultant, and SMM Strategist with extensive hands-on experience in leadership, curriculum design, and campaign architecture. Proven track record of driving scalable growth for over 50 businesses and mentoring aspiring marketers into career-ready professionals. Specialized in performance marketing, Meta & Google Ads, and actionable social media execution with a strong emphasis on practical, industry-aligned mentorship.

CORE SKILLS

Digital Marketing:	Social Media Marketing (SMM), Search Engine Optimization (SEO), Performance Marketing, Paid Advertising (Google Ads & Meta Ads), Web Analytics
Platforms & Tools:	WordPress, Shopify, AI Tools for Marketing, Affiliate Marketing, Dropshipping
Leadership & Soft Skills:	Training & Mentorship, Curriculum Delivery, Team Leadership, Strategic Communication, Creative Campaign Direction
Languages:	English (Fluent), Malayalam (Native)

PROFESSIONAL EXPERIENCE

Digital Marketing Head Mentor • Digital X Marketers Academy Aug 13, 2026 – Present

- Spearhead the academic and practical digital marketing mentorship programs, overseeing curriculum standards and mentor team performance.
- Train and mentor students in high-impact performance marketing, advanced campaign analytics, paid advertising, and comprehensive brand-building funnels.
- Conduct advanced live execution labs, evaluate portfolio submissions, and guide learners toward direct career placement and freelancing success.

Digital Marketing Trainer • Adi Group of Institutions Feb 2026 – Aug 2026

- Delivered comprehensive training sessions covering SEO, social media marketing, and web analytics.
- Provided students with hands-on, real-world marketing projects to build practical execution capabilities.
- Assessed student performance and provided tailored, industry-relevant career mentorship and portfolio reviews.

PROFESSIONAL EXPERIENCE (CONTINUED)

Digital Marketing Trainer (Freelance) • [Leading Institute](#) Nov 2024 – Mar 2026

- Instructed students in practical, execution-based digital marketing topics across diverse batches.
- Covered key modules including WordPress development, SEO, SMM, AI marketing tools, Google & Meta Ads, Shopify, affiliate marketing, and dropshipping.
- Guided student capstone initiatives with emphasis on real campaign deployment and conversion rate optimization.

Social Media Marketing Manager • [iplus Training Solutions](#) June 2024 – Dec 2025

- Managed digital sales and streaming accounts to enhance brand positioning and accelerate qualified audience growth.
- Developed and executed strategic social media campaigns to optimize online reach, engagement, and conversion metrics.

Digital Marketing Executive • [Pentacodes](#) 2023 – 2024

- Oversaw and managed comprehensive social media marketing strategies for an active portfolio of 20+ commercial clients.
- Collaborated with content and design teams to deliver optimized creative assets and paid campaign funnels.

Digital Marketing Trainee • [Competitive Cracker](#) 2022 – 2023

- Successfully completed intensive digital marketing training and transitioned directly into a professional trainee role.
- Managed performance marketing campaigns and page administration for CC Cyber Campus, including paid advertising setup.

EDUCATION

Master of Computer Applications (MCA) 2024 – Present
Indira Gandhi National Open University (IGNOU)

Bachelor of Science (B.Sc.) in Computer Science 2019 – 2022
University of Calicut